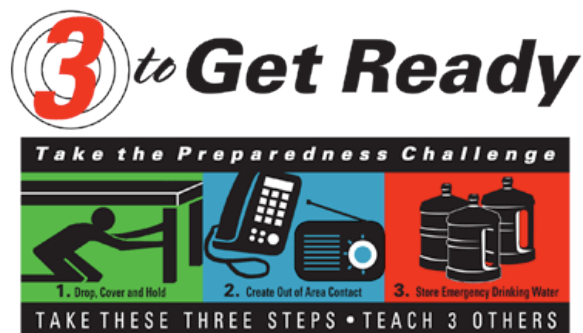




THE PUBLIC ISN'T PREPARED FOR DISASTER



AND MAYBE...IT'S OUR FAULT!

Atlantic City, NJ

October 29, 2012

Nearly two thirds (65%)
of American households
(2015) do not have
adequate plans and
supplies for a disaster.

This is virtually
unchanged from 2011
(66%) and in 2006, (68%).

WHY IS THAT?

THE PUBLIC :

apathetic

complacent

indifferent

refuse

ignore

disbelieving



In school they told me Practice makes perfect. And then they told me Nobody's perfect, so then I stopped practicing.

(Steven Wright)

izquotes.com

LABELS

Labels carry with them expectations of behavior. They are never value free. They affect perception, Expectation and response. In using them, we call up a range of stereotypes that commonly define an individual with that label.

LABELS

Labels need to move from being a tool of oppression to become a tool of facilitation. We need to stop encouraging thoughts about **THEM, and should instead shift the focus onto **US**.**

**THE MOMENT YOU
START REDUCING
EXPECTATIONS YOU
RISK INTRODUCING
COMPLACENCY,,**



QUOTEHD.COM

Peter Mandelson
British Politician
Born 1953

Fear Spreads Easily



THE NEW YORKER

Self-efficacy

- is the extent or strength of one's belief in one's own ability to complete tasks and reach goals.

High and low self-efficacy determine whether or not someone will choose to take on a challenging task or "write it off" as impossible.

<http://medical-dictionary.thefreedictionary.com/Self-efficacy>

5 Excuses Why People Don't Prepare For Disasters

1. I don't live near a fault line where most earthquakes happen.
2. My homeowners insurance will cover anything that's damaged.
3. The government will take care of me.
4. I cannot afford to prepare a kit.
5. I'm just too busy thinking about today, to worry about tomorrow.

<https://caloesnewsroom.wordpress.com/2015/08/28/5-excuses-why-people-dont-prepare-for-disasters/>

Experts say there are **four stages of denial** that many people go through when it comes to natural disasters.

1. It won't happen.

2. If it does happen, it won't happen to me.

3. If it does happen to me, it won't be that bad.

4. If it does happen to me and it is that bad, there's nothing I can do about it because we'll all be dead.

“What we've got here is failure to communicate. Some men you just can't reach...”



**I'M ONLY
RESPONSIBLE
FOR WHAT
I SAY
NOT FOR
WHAT YOU
UNDERSTAND.**

**STATUS QUO, YOU
KNOW, IS LATIN FOR
'THE MESS WE'RE IN'.**



Ronald Reagan

40th U.S. President

(1911-2004)

QuoteHD.com

The most damaging
phrase in the
human language
may well be –

**IT WAS ALWAYS
DONE THAT WAY.**

— Grace Hopper

I tried

I tried

I tried

I tried

I tried

I tried

I'M TIRED



“What is
adequacy?
Adequacy is no
standard at all.”

Winston Churchill

Rosenthal & Lenore study

“The kids who were better-looking reported higher levels of teacher attention”

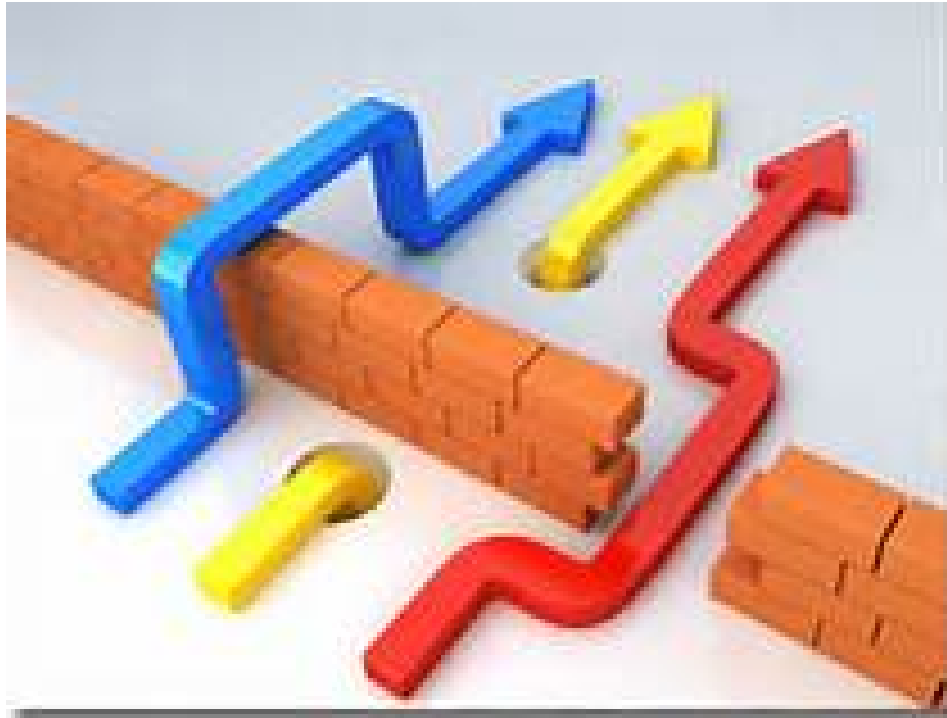
<http://healthland.time.com/2013/12/10/teachers-give-better-grades-to-more-attractive-students-study/>

“Teachers' Expectations Affect Student Learning”

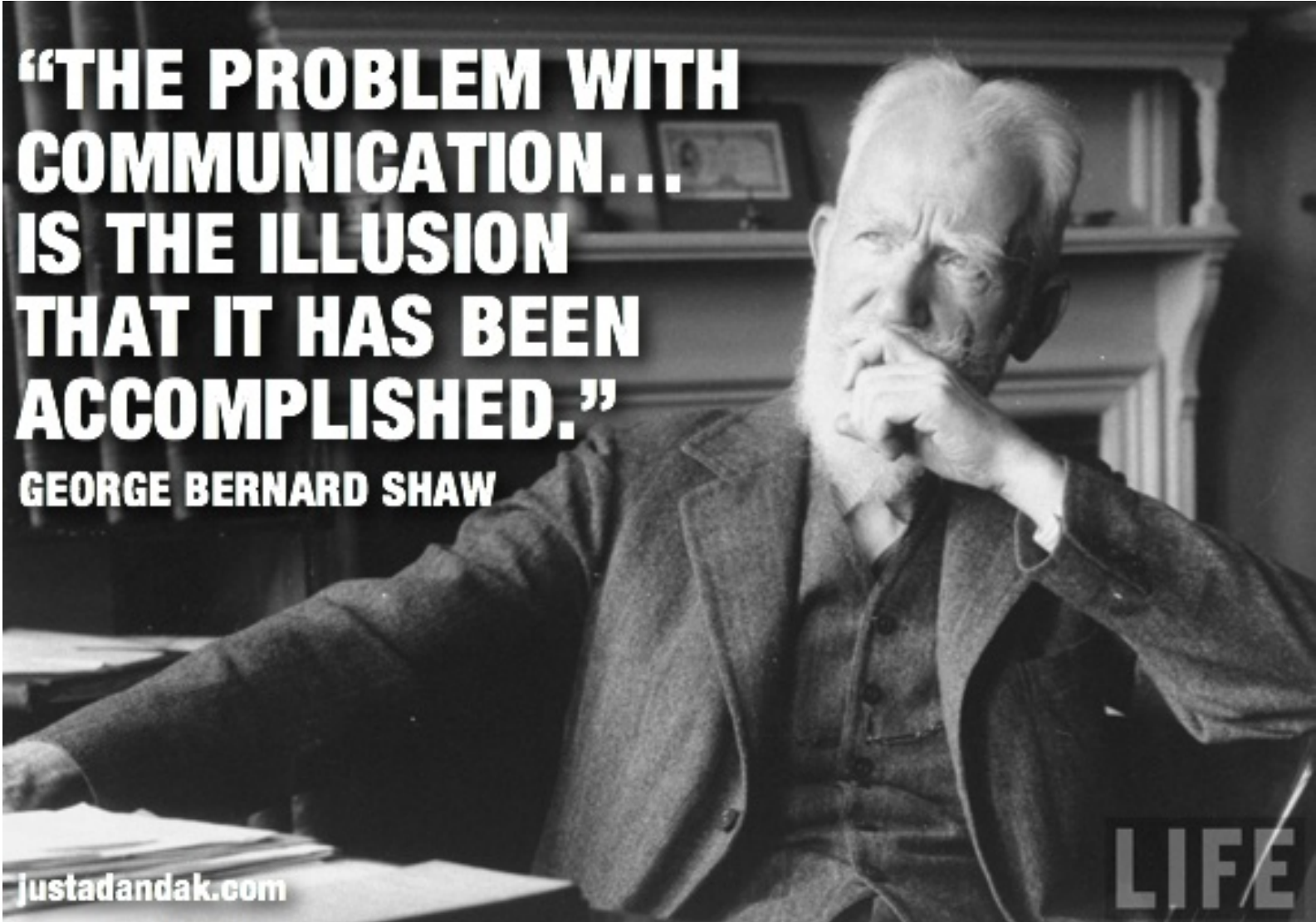
Motivation to Learn, By D. Stipek — Pearson Allyn Bacon Prentice Hall

Updated on Jul 20, 2010, <http://www.education.com/reference/article/teachers-expectations-affect-learning/>

BARRIERS TO COMMUNICATION



We must learn how to
work around them



**“THE PROBLEM WITH
COMMUNICATION...
IS THE ILLUSION
THAT IT HAS BEEN
ACCOMPLISHED.”**

GEORGE BERNARD SHAW

justadandak.com

LIFE

**“THE TWO WORDS ‘INFORMATION’ AND
‘COMMUNICATION’ ARE OFTEN USED
INTERCHANGEABLY, BUT THEY SIGNIFY QUITE
DIFFERENT THINGS. INFORMATION IS GIVING
OUT; COMMUNICATION IS GETTING THROUGH.”**

SYDNEY J. HARRIS

Our goal is to

INFORM

The word **EDUCATE** creates
a perception that the public
is not smart enough to
understand the situation



You Are Biased!

- a particular tendency, trend, inclination, feeling, or opinion, especially one that is preconceived or unreasoned: *illegal bias against older job applicants; the magazine's bias toward art rather than photography; our strong bias in favor of the idea.*

“Increasing perceived risk
doesn’t motivate or predict
PUBLIC preparedness
action-taking.”

What? When? Why? Are you kidding me?

“The southern end of the Cascadia fault – from about Newport, Ore., to northern California – has a 37 percent chance of producing a major earthquake in the next 50 years. The odds that a mega-quake will hit the northern segment, from Seaside, Ore., to Vancouver Island in British Columbia, are more like 10 to 15 percent.

"Perhaps more striking than the probability numbers is that we can now say that we have already gone longer without an earthquake than 75 percent of the known times between earthquakes in the last 10,000 years," Goldfinger said. "And 50 years from now, that number will rise to 85 percent."

What does this mean to me?

Social Media and Rumor



Tired Words in Public Affairs

Sustainable

Without a doubt this word is beyond tired. I remember Riccardo Petrella, one of the world's foremost experts on the geopolitics of water, pointing this out in the mid-nineties. He would ask: sustainable for whom? Sustainable for what? Twenty years later we're still talking about sustainable economy, sustainable financing, sustainable investment, sustainable whatever. Give it a sustainable rest.

– Patrick Laureys

<https://www.linkedin.com/pulse/tired-words-public-affairs-patrick-laureys>

Tired Words in Public Affairs

Resilient

Everything from resilient cities to a resilient energy union can be covered, just like anything from psychological resilience to ecological resilience can. If you want to find tired words, count the amount of games they are playing. If they're all over the place it is a good indication they have become trivial and meaningless. Build up your resilience to them.

– Patrick Laureys

<https://www.linkedin.com/pulse/tired-words-public-affairs-patrick-laureys>

em • pa • thy

noun

The ability to step into the shoes of another person, aiming to understand their feelings and perspectives, and to use that understanding to guide our actions.

We too often forget

Things are not what they are; they are what we think they are.

Things are what we compare them to.

Yet we make psychology subordinate to everything else.

Psychological value is often the best kind.

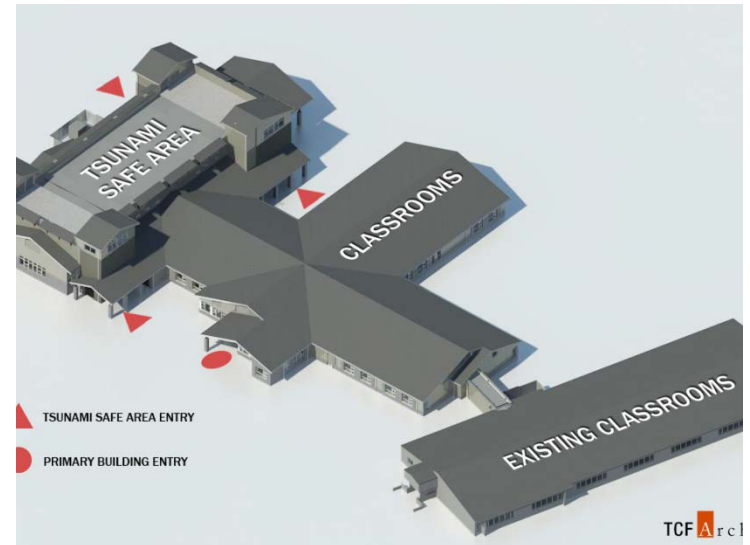
- Rory Sutherland: Perspective is everything

December 2011 at TEDxAthens

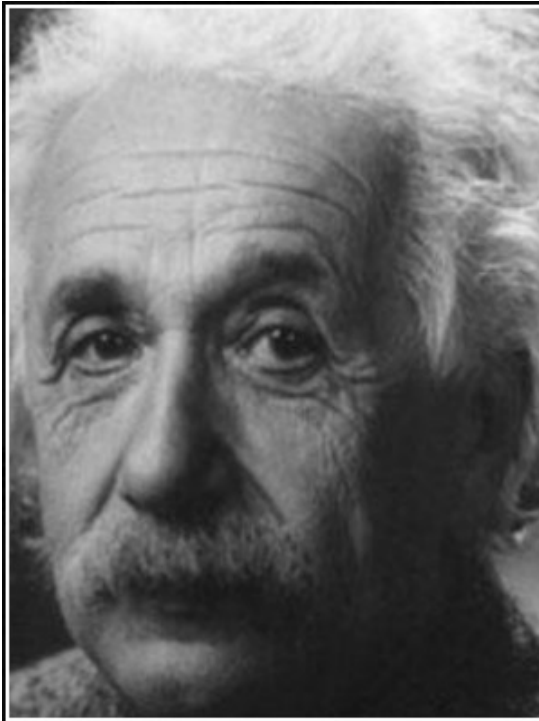
http://www.ted.com/talks/rory_sutherland_perspective_is_everything#t-165885

The Ocosta Elementary School

Dedication June 11, 2016







Student: Dr. Einstein, Aren't these
the same questions as last year's
[physics] final exam? Dr. Einstein:
Yes; But this year the answers are
different.

— *Albert Einstein* —

AZ QUOTES

Thank you

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